

UTAH COUNTY TOURISM PROFILE

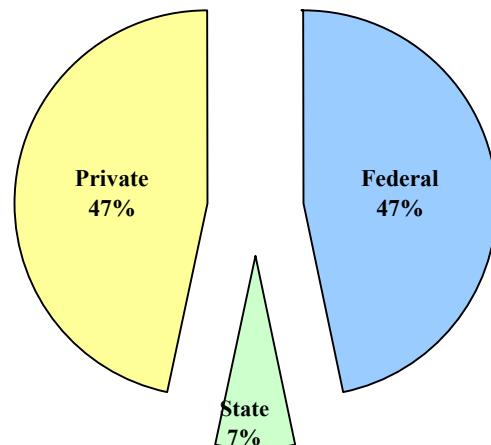
County Indicator	1997	1998	1999	2000	2001(o)	2001(n)	2002(p)	% Change 2001-2002	State Ranking
DEMOGRAPHIC									
Population	340,416	353,365	361,631	368,536	380,842		387,817	1.8%	2
Total Non-Ag Employment	135,161	141,702	146,724	152,747	154,778		151,822	-1.9%	2
Non-Ag Avg Monthly Wage	\$1,907	\$2,000	\$2,102	\$2,216	\$2,243		\$2,250	0.3%	8
Per Capita Income	\$16,450	\$17,380	\$17,887	\$19,046	\$19,271		\$19,141	-0.7%	18
Unemployment Rate	2.6%	3.1%	3.2%	2.6%	3.8%		5.9%	2.1%	12
SPENDING & EMPLOYMENT									
Spending by Travelers (Millions)	\$286.0	\$291.8	\$294.6	\$310.8	\$308.3	\$214.0	\$214.2	0.1%	6
Travel & Tourism Related Employment	5,252	5,400	5,578	5,883	6,133	8,722	8,595	-1.5%	2
TOURISM TAX REVENUES (000s)									
Local Tax Revenues from Traveler Spending	\$5,949	\$6,069	\$6,191	\$6,464	\$6,413	\$7,655	\$7,307	-4.5%	2
Gross Taxable Room Rents	\$27,380	\$27,755	\$31,614	\$33,462	\$31,687		\$35,348	11.6%	4
Transient Room Tax	\$821.4	\$832.7	\$948.4	\$1,003.9	\$950.6		\$1,060.4	11.6%	4
Restaurant Tax	\$1,997.5	\$2,219.9	\$2,499.6	\$2,716.4	\$2,915.5		\$2,884.0	-1.1%	2
Car Rental Tax	--	--	--	--	--		--	--	--
Gross Taxable Retail Sales (million)	\$3,263.6	\$3,670.0	\$3,938.9	\$4,170.7	\$4,326.5		\$4,394.3	1.6%	2
REGIONAL VISITATION COUNTS									
S.L. Airport Passengers	21,068,314	20,297,371	19,944,556	19,900,770	18,914,891		18,652,758	-1.4%	
Skier Days at Utah Resorts	3,101,735	3,144,328	2,976,696	3,278,291	2,974,574		3,141,212	5.6%	
Wasatch Mountain S.P.	886,137	880,669	896,917	930,152	923,988		1,215,511	31.6%	
Thanksgiving Point	NA	NA	NA	302,000	351,000		239,000	-31.9%	
Deer Creek S.P.	99,191	153,055	197,547	253,523	291,124		188,550	-35.2%	
Utah Lake S.P.	705,073	734,995	431,702	405,563	276,475		157,882	-42.9%	
Jordanella S.P. (2 Locations)	331,762	310,648	342,200	362,010	192,005		168,113	-12.4%	
Timpanogos Cave N.M.	112,777	119,074	122,768	115,115	126,270		114,736	-9.1%	
Veterans' Memorial S.P.	22,711	22,231	20,612	24,889	13,184		0	-100.0%	
Camp Floyd S.P.	10,886	9,231	8,667	8,639	8,054		13,215	64.1%	

Land Ownership - 1999		
Total Acres in County	No. of Acres	% Total
Federal Government	595,747	46.7%
BLM	99,577	7.8%
US Forest Service	440,729	34.5%
National Recreation Areas	--	--
National Parks	235	0.0%
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	37,764	8.2%
Other*	17,442	1.4%
State Government	86,066	6.7%
Utah State Parks & Recreation	106	0.0%
Utah State Wildlife Reserves	37,053	2.9%
State Trust Lands	48,876	3.8%
American Indian	--	--
Private**	594,218	46.6%

*Includes Military and Bankhead Jones land

**May include some local government land

Land Ownership - 1999



Utah County Tourism Profile

